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SMOKERS AND NON-SMOKERS:

~~HERE ARE THE FACTS~~ → FACTS YOU SHOULD KNOW

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Both smokers and non-smokers deserve to know the facts about cigarettes. That's why U.S. cigarette manufacturers made their ingredient list public earlier this week. However, facts about cigarettes are often misrepresented or ignored. Yesterday, William I. Campbell, President and CEO of Philip Morris USA, presented the following facts in his testimony before the House Subcommittee on Health and the Environment. We summarize Mr. Campbell's testimony here for your consideration.

Fact:

Philip Morris does not add nicotine to its cigarettes.
The nicotine delivery of all commercial cigarettes is measured and disclosed to one tenth of a milligram, both in public releases by the FTC, and in every advertisement for the last 25 years. In the end, Philip Morris lowers the amount of nicotine naturally occurring in tobacco by between 50% in the case of a Marlboro, and 96% in its (an) ultra-low brand.

Fact:

Philip Morris does not "manipulate" or independently "control" nicotine levels.
We voluntarily opened our manufacturing operations to the FDA, [redacted] in a good faith effort to resolve the allegations that we add nicotine or control its level in our cigarettes. Our manufacturing process includes over 400 quality control checkpoints and only two of them measure nicotine. In every case, and with every brand we manufacture, the nicotine level in the finished cigarette is lower than the nicotine level of the original, natural tobacco leaf.

Fact:

Philip Morris has not used patented processes to increase or maintain nicotine levels.
Philip Morris, like every other corporation, applies for, and obtains patents on virtually every innovation we pioneer. Philip Morris currently holds over 600 patents. They are publicly disclosed upon issuance through the U.S. Patent Office. [redacted]

Philip Morris has never used any of these patents to increase, or even maintain, nicotine levels in any of its products. In fact, the only nicotine-related patents Philip Morris has ever used are for the reduction of nicotine.

Fact:

[redacted]

Philip Morris does not believe cigarette smoking is addictive.

People can and do quit smoking all the time. According to the 1988 Surgeon General's Report, there are more than 40 million former smokers in the United States and 90% quit on their own, without any outside help. [redacted] published [illegible] papers and [illegible] abstracts related to the work in question including [illegible] published in 1982, [illegible] to the alleged suppression. More importantly, the [illegible] did not conclude that smoking is addictive. The [illegible] of prolonged [illegible] under conditions in which [illegible] does not [illegible] in physiological dependence."

Fact:

Nicotine deliveries [illegible] by the FTC are not misleading.
The measuring methods used by the FTC are nearly identical to those used throughout the world. These tests are performed on cigarettes taken directly from the marketplace, so they are the same cigarettes consumers purchase. The nicotine level of all commercial cigarettes is measured and disclosed to one tenth of a milligram, both by the FTC — and perhaps more importantly, in every cigarette advertisement.

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In closing, we'd like to offer one more fact about how the majority of Americans feel about smoking bans. According to a recent CNN / USA Today poll, majorities of non-smokers as well as smokers do not advocate outright bans on public smoking. In fact, almost 7 in 10 Americans favor designated smoking areas. Obviously, non-smokers feel that smokers have rights, too.

For a full transcript of Mr. Campbell's testimony, a full list of cigarette ingredients or further information, please call 1-800-[illegible]

Philip Morris USA

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